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22511 7590 12/24/2008 OSHA LIANG L.L.P. TWO HOUSTON CENTER 909 FANNIN, SUITE 3500 HOUSTON, TX 77010				
EXAMINER				
HUYNH, SON P				
ART UNIT		PAPER NUMBER		
2424				
NOTIFICATION DATE		DELIVERY MODE		
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

docketing@oshaliang.com  
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**Office Action Summary****Application No.**

09/744,215

**Applicant(s)**

AGASSE, BERNARD

**Examiner**

SON P. HUYNH

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**Period for Reply** -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 03 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 07 October 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 15 and 31-53 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 15 and 31-53 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/C)
- 4) ☐ Interview Summary (PTO-413)
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_
- Paper No(s)/Mail Date \_\_\_\_\_

## **DETAILED ACTION**

### ***Continued Examination Under 37 CFR 1.114***

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 10/07/2008 has been entered.

### ***Response to Arguments***

2. Applicant's arguments filed 10/7/2008 have been fully considered but they are not persuasive.

Applicant argues Alexander constitutes improper prior art because the provisional applications to which Alexander claims benefit actually fails to teach or suggest a screen overlay in which a notification message is displayed completely over the EPG screen in grid guide mode, rendering the grid guide interactive (pages 2-4). This argument is respectfully traversed.

It is noted that the claim does not recite notification message is displayed completely over the EPG screen in grid guide mode, rendering the grid guide

interactive. Alexander reference is relied on for the teaching of the service menu is displayed in inactive form when the at least one interactive message is displayed. For example, provisional application No. 60,055,761 discloses New UI screen cuts out one half hour of grid and replaces it with 3 windows. PIP occupies 1/9 of screen. Initially, when entering the guide from the tv mode, the PIP window is highlighted but no show is highlighted in the guide. PIP highlighting may be a border change of color--not yet decided. With PIP highlighted, a program is recorded by pressing the record key of the remote. By locking PIP you can see what is on without leaving the channel you were watching. If you then unlock the PIP, the highlighted program appears in the P (page 3, lines 14-25). Alexander (provisional application No. 60,055,761) further discloses notification on screen to alert the viewer of an event is in VG: an on screen notice in the tv mode that a program will be recorded in 2 minutes with a query of whether to switch the cable 20 box to record the program. If the answer is "no", the program is deleted from the record list. There are all sorts of other possibilities for on screen notifications (page 6, lines 17-23); and when you are watching a tv show and it is time to record a show on another channel, a notice appears of the screen. "Press one button to change channels and press another button to cancel the record reservation." Notices can be transmitted with the tv signal to display to selected viewers (page 23, lines 12-17). Since Alexander discloses the screen notice/notification is displayed in the tv mode and user response to notification (e.g., select "no" to delete program or press one button to change channel, etc.) or all sorts of other possibilities for on screen

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notifications, Alexander obviously suggests the service menu is displayed in inactive form when the interactive message is displayed (for example, service menu is displayed in inactive form when notification is displayed until the user response to the notification).

For the reasons given above, rejections on the claims are discussed below.

Claims 1-14, 16-30 have been canceled.

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 15 and 31-53 are rejected under 35 U.S.C. 103(a) as being unpatentable over Knudson et al. (US 6,536,041 B1) in view of Schein et al. (US 6,732,369) and further in view of Alexander et al. (US 6,177,931).

Note: Alexander references claims benefit to prior provisional application, and therefore, these provisional applications and all documents incorporated by references in Alexander references or in the provisional applications are treated as part of the specification of Alexander reference.

Regarding Claim 15, Knudson discloses a method for providing a user with options for accessing at least one of a plurality of received channels comprising at least one channel and a service channel of a digital television system (see figures 1-3, 6, 13, 24) comprising the steps of:

generating a service menu for display on a display superimposed over a program transmitted on one of the received channel, the service menu comprising a list of menu items corresponding to a plurality of service available to a user (interpreted as user presses a remote control play key or suitable button (e.g., to make on screen menu selection), the program guide displays the controllable ticker on a display superimposed over a program transmitted one received channel (e.g. channel 4), the controller tickers comprises categories such as major league baseball, national Football league, NHL, news, etc. the user may select from different categories that are available— see include, but not limited to, figures 13, 14a, col. 8, lines 20-26; col. 13, line 49-col. 14, line 67);

generating, upon user selection of one of the listed services from the service menu, at least one subsidiary menu for display on the display superimposed over the program together with only the selected menu item corresponding to the selected one of the listed services to provide the user with a plurality of options for accessing at least one of the received channels (interpreted as user selects a particular category, e.g. Major League Baseball, a menu for selected category is generated and displayed superimposed over video for channel 4 together with only selected category, the selected category provides the user with a plurality of option for accessing at least one of the

received channel such as user selects a received channel for displaying ORIOLES AT RED SOX, select TV icon 187 for record a program, tune to a program, set a reminder, etc. – see figures 13-14b; col. 13, line 50-col. 14, line 67), wherein the selected menu item is originally displayed in a first location of the display, and wherein upon selection, the selected menu item remains in the first location of the display (interpreted as the selected category, for example, Major League Baseball, is originally displayed in the location of controller ticker 186, and upon user selection of the Major League Baseball category, The MLB remains in the location of the controller ticker 186– figure 13, col. 13, line 50-col. 14, line 67);

Knudson also discloses the menu as a controller ticker (figure 13). Thus, interference with the program is minimal.

Knudson further discloses generating and displaying messages such as a reminder for program (col. 8, lines 31-35; col. 9, lines 40-62). However, Knudson does not specifically disclose interactive message superimposed over the program, wherein the interactive message require a response from the user, and wherein the interactive message changes to the at least one of the received channels based on a positive reply from the user, and carrying out at least one payment step in response to a positive response to the interactive message from the user.

Schein discloses interactive message superimposed over the program (interactive messages in Informenu 530 (or subsequently interactive message(s) in response to selection of a link in informenu) superimposed over the program -

see include, but are not limited to, figures 17a-18e), wherein the interactive message require a response from the user (the interactive messages in Informenu/or associated with links in informenu requires user selection – see include, but are not limited to, figures 17a-18e, col. 23, lines 20-65), and wherein the interactive message changes to the at least one of the received channels based on a positive reply from the user (e.g., in response to user selection of the message, changes to the selected channel to received the selected program – see include, but are not limited to, figures 17a-18e, col. 23, lines 20-65), and carrying out at least one payment step in response to a positive response to the interactive message from the user (in response to user selection of particular service or item requiring a financial transaction, a purchase sequence unfolds, the viewer is prompted to enter master password, access code such as swipe the viewer credit card through a slot of the remote control – see include, but are not limited to, figures 17a-18e, col. 23, lines 43-65); wherein the at least one interactive message is suppressed when the server menu is active (e.g., when the user select "go back to program guide" or "back to previous menu" the currently message being displayed is dismissed/suppressed - see include, but are not limited to, figures 17a-18E). Therefore, it would have been obvious to one of ordinary skill in the art the time the invention was made to modify Knudson to use the teaching as taught by Schein in order to yield predictable result such as to improve convenience for user to order interest channel/program.

Knudson further discloses providing interactive messages including reminder to display with the menu (see include, but are not limited to, col. 8, lines



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31-35, col. 9, lines 40-62). However, Knudson does not explicitly disclose the service menu is displayed in inactive form when the at least one interactive message is displayed.

Alexander discloses display multiple windows on the television screen; notification is displayed on the screen and the user response to the notification; There are all sorts of other possibilities for on screen notifications (see include, but are not limited to, provisional application No. 60,055,761: page 3, lines 14-25, page 6, lines 17-23, page 23, lines 12-17). Alexander later discloses on screen notification message is displayed in a number of ways, including 1.) a complete screen overlay; 2.) a partial screen overlay... the EPG screen in Grid guide mode; (see include, but are not limited to, col. 14, line 47-col. 15, line 31). Since the notification is displayed in TV mode and/or the user response to notification on the screen and/or all sorts of possibilities for on screen notification, Alexander obviously suggest the service menu is displayed in inactive form when the at least one interactive message is displayed (e.g., the service menu is displayed as inactive until the user response to notification or until the notification disappears).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Knudson with the teaching as taught by Alexander in order to yield predictable results such as allowing user to activate desired content.

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Regarding Claim 31, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 15. Knudson further discloses the list of services contained in the service menu (controllable ticker) is varied according to user's preferences (col. 16, lines 40-53).

Regarding Claim 32, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 15. Knudson further discloses the list of services contained in the service menu (controllable ticker) is ordered according to the preferences of the user (col. 14, line 28-col. 15, line 14).

Regarding Claim 33, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 15. The additional limitation of "control signals are received from a remote control handset" is either met by control signals are received from a remote control (e.g. remote control 60 or input device, Knudson, figure 1, col. 7, lines 50-62) or (user input or remote control, see figure 1, 11-12, col. 23, lines 43-65).

Regarding Claim 34, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 33. The additional limitation of "the service menu is generated for display on the display in response to the touch of a single dedicated key on the handset" is read on either Knudson's disclosure of the screen menu on controller ticker is generated and displayed when user

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presses a remote control play key or other suitable (e.g. guide button to make an on screen selection) – col. 8, lines 20-22, col. 14, lines 39-44).

Regarding Claim 35, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 33. The additional limitation of “the display of the list of service contained in the service menu is scrolled in response to command received from navigation keys of the handset” is read on Knudson’s disclosure (see figure 14b, col. 15, lines 30-54).

Regarding Claim 36, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 15. Knudson further discloses the service menu is scrolled around a fixed bar displayed on the display (interpreted as scrolling around fixed controller ticker – see include, but not limited to, figure 14b, col. 15, lines 30-54).

Regarding Claim 37, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 36. Knudson further discloses that the fixed bar (e.g. controller ticker) include navigations arrows showing possible directions of movement of the service menu (e.g. Up arrow, down arrow, left arrow, right arrow – figure 13).

Regarding Claim 38, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 15. The additional limitation of

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"upon user selection one of the option from the subsidiary, a second subsidiary menu is generated for display on the display superimposed over the program together with the selected one of the listed services to provide the user with a plurality of further options for accessing at least one of the received channels" is read on Knudson's disclosure of upon selection of down arrow from a particular associated item, a "subsidiary menu" of next associated item is generated for display on the displayed superimposed over the video for channel 4 together with the selected category, the "subsidiary menu" of the next associated item provides the user with a plurality of further options for accessing at least one of the received channel such as selection to tune to another item, selection to tune to a channel to watch, to record, to set a reminder, etc. – figures 13-14b, col. 14, lines 1-67).

Regarding Claim 39, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 15. The additional limitation of "the channel displayed on the display is changed in response to the selection of a particular option from a subsidiary menu" is read on either Knudson discloses of user selection of television icon 187 to tune to another channel for display program associated with selected channel – figures 13, 24, col. 14, lines 14-27).

Regarding Claim 40, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 39. The additional limitation of "from the received channels a service channel is accessed at a particular display

screen within that service channel in dependence on the option chosen within a subsidiary menu" is interpreted as select a channel (e.g. channel associated with icon 187) from the received channels using the "subsidiary menu", the selected channel is accessed – see Knudson - figures 13, 24, col. 14, lines 1-67).

Regarding Claim 41, Knudson in view of Schein and Alexander discloses a method as discussed in the rejection of claim 15. Knudson further discloses the menus contain regularly updated information (e.g. updated real time information, update program listings data) received together with the program over which the menu are superimposed – see figures 13, 20-24).

Regarding Claim 42, the limitations of the decoder as claimed correspond to the limitations of the method as claim in claim 15, and are analyzed as discussed with respect to the rejection of claim 15. Wherein the decoder is interpreted as the set top box and television display (see Knudson – figure 1). Knudson also discloses the menu as a controller ticker (figure 13). Thus, interference with the program is minimal.

However, Knudson does not disclose control unit is arranged to generate at least one interactive message displayed superimposed over the program, wherein the interactive message require a response from the user, and wherein the interactive message changes to the at least one of the received channels based on a positive reply from the user, wherein the decoder is configured to

carry out at least one payment step in response to a positive response to the interactive message from the user.

Schein discloses control unit (e.g., on screen display controller and formatter, microprocessor) is arranged to generate at least one interactive message superimposed over the program (see include, but are not limited to, figures 1,3,11, 17a-17c), wherein the interactive message requires a response from the user, and wherein the interactive message changes to the at least one of the received channels based on a positive reply from the user, wherein the decoder is configured to carry out at least one payment step in response to a positive response to the interactive message from the user, wherein the at least one interactive message is suppressed when the service menu is active (see discussion in the rejection of claim 15 above). Therefore, it would have been obvious to one of ordinary skill in the art the time the invention was made to modify Knudson to use the teaching as taught by Schein in order to improve convenience for user to order interest channel/program.

Knudson further discloses providing interactive messages including reminder to display with the menu (see include, but are not limited to, col. 8, lines 31-35, col. 9, lines 40-62). However, Knudson does not explicitly disclose the service menu is displayed in inactive form when the at least one interactive message is displayed.

Alexander discloses display multiple windows on the television screen; notification is displayed on the screen and the user response to the notification; There are all sorts of other possibilities for on screen notifications (see include,

but are not limited to, provisional application No. 60,055,761: page 3, lines 14-25, page 6, lines 17-23, page 23, lines 12-17). Alexander later discloses on screen notification message is displayed in a number of ways, including 1.) a complete screen overlay; 2.) a partial screen overlay... the EPG screen in Grid guide mode; (see include, but are not limited to, col. 14, line 47-col. 15, line 31). Since the notification is displayed in TV mode and/or the user response to notification on the screen and/or all sorts of possibilities for on screen notification, Alexander obviously suggest the service menu is displayed in inactive form when the at least one interactive message is displayed (e.g., the service menu is displayed as inactive until the user response to notification or until the notification disappears).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Knudson with the teaching as taught by Alexander in order to yield predictable results such as allowing user to activate desired content.

Regarding Claims 43-53, the additional limitations as claimed correspond to the additional limitations of the method as claimed in claims 31-41 respectively, and are analyzed as discussed with respect to the rejection of claims 31-41.

### ***Conclusion***

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5. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Croy et al. (US 6,040,829) discloses displaying message overlays service menu (figures 15, 24).

Bauminger et al. (US 6,681,393) discloses full screen overlay message, partial screen overlay message (col. 4, lines 38-62).

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to SON P. HUYNH whose telephone number is (571)272-7295. The examiner can normally be reached on 9:00 - 6:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher S. Kelley can be reached on 571-272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.



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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Son P Huynh/  
Primary Examiner, Art Unit 2424

December 17, 2008